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TRAVEL NEWS MONTANA

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MT 59601 - VOL. 3, NO. 2, 1976

TRAVEL CONFERENCE IS HIGHLY ACCLAIMED

AD INQUIRIES SHOW DRAMATIC INCREASES

Advertisements placed in national publications by the Montana Travel Promotion Unit to promote vacationing in Montana have shown a phenomenal increase in responses, according to a statistical report on the first five months of 1976.

The state's national advertising program by the end of May 1975 had generated 96,302 inquiries. By the same date this year the state's promotional advertising had generated 179,436 inquiries for a 86.29 per cent increase.

This year's primary advertisement in the national media is themed around Montana's appeal as a family vacation destination. Ads were placed in such magazines as *McCall's*, *Better Homes and Gardens*, *Redbook*, *Good Housekeeping*, *Travel and Leisure*, and *Woman's Day*, among others. In the national magazine market, background of the Montana ad is a full color photograph of a brilliant Montana mountain sunset, with small inset photographs of family members enjoying various activities. The advertising copy theme is "families and love and Old Montana," and invites families to enjoy diverse Montana activities including "just relaxing while you listen to the flowers bloom."

In some magazines a tip-in card invites readers to send for a free copy of the new 40-page Montana map booklet and vacation guide

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Interest and enthusiasm characterized participants' responses to the third annual Governor's Conference on Travel May 5 and 6 at the Northern Hotel in Billings.

Representatives of travel related businesses state-wide heard Creighton Holden, U.S. Assistant Secretary of Commerce for Tourism, state that the travel industry is "not just casually important to the economy — the economy would drop out of sight without it." Holden added that the travel industry contributes to the profits of every business even partly



CREIGHTON HOLDEN, U.S. Assistant Secretary of Commerce for Tourism and featured speaker at the Travel Roundup, told Conference participants "travel is a dream for everyone starting when we are children and all bedtime stories begin 'once upon a time, in a far enchanted land—' and when we grow up we make the stories real by coming to Montana."

affected by the purchases of travelers including every stage of automobile manufacture from tires to window glass.

Commenting that vacationers come to Montana because "people who have a lesser lot throughout the year pick a better place for their vacations," Holden said that one of the benefits of courting tourism is that "we don't have to educate their kids and we don't have to take care of them in their old age."

Governor Thomas L. Judge, opening the Travel Roundup with a luncheon address May 5, applauded the state's travel industry for creating benefits that contribute to Montana's economy and to a better quality of life for all Montana citizens. Stating that Montana would "be the poorer" without the state's travel businesses, Judge defined the travel industry as a "vital resource" and concluded that it is "about time that the travel industry stood up and took a bow."

Judge also announced that the contract has been signed to return the Annual Wally Byam Airstream Trailer Rendezvous to Bozeman in 1977. (Story on Page 3).

During update sessions presented by the Travel Promotion Unit Josephine Brooker, Unit Director, stated that the Unit is "an arm of your business" and invited travel businesses to use the Unit's promotional materials. George Cole, Coordinator of the Conventions Division, announced that arrangements have been confirmed for Montana convention sites for Connecticut General

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John Barkan and Barbara Humes-ton, both of *Better Homes and Gardens*, discussed the impact of advertising and travel editor motivations, and announced that the current (June) issue of *BHG* will include a story on the National Bison Range at Moiese and Montana's wildlife and wildernesses.

Richard Hart, Superintendent of the Custer Battlefield National Monument, said that all Montana's scenic areas have some historical value, and that history provides a "built-in penetration for media." Jim Collins, President of Kampgrounds of America, Inc., Billings, spoke on the contributions of camper-vacationers to the travel industry, and Rod Tjaden, President of the Old West Trail

Foundation, explained regional promotions of OWT.

Entertainment during the two-day session included musical programs by Diane Pacini, Miss Montana 1975, and two contenders for Miss Montana 1976 — Lavonne Malone (Miss Yellowstone County) and Cindy Tin-niger (Miss Rocky Mountain College). M.C. duties were handled by Josephine Brooker, Al Donahue, and Tippy Huntley.

Travel Roundup, organized by the Montana Travel Promotion Unit, was scheduled back-to-back with the Montana Chamber of Commerce Annual Meeting and the Montana Travel Hosts General Meeting. Following the Conference a tour was conducted through the Yellowstone Metra Building by the Billings Visitor and Convention Bureau. Lending support to the Montana travel industry by attending the Conference were travel directors Bill Honerkamp of South Dakota, John Rosenow of Nebraska, and Joe Satrom of North Dakota.

Persons attending the Travel Roundup were invited to make written evaluations of the Conference. Comments taken at random from the evaluations include: "The one most

valuable thing I learned at the Roundup was who to contact to seek assistance or find answers to problems," "The best idea I got was how and where to advertise"; "It was good for me to get out of the rut of my own thinking and to see new opportunities;" and "We enjoyed the Travel Roundup very much and realized the importance of telling others of the value of the travel business."



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SENATOR MARGARET WARDEN (Senate District 18) told Travel Roundup guests "what legislator can fail to be impressed" by economic gains made by Montana's travel industry and added, "if you're interested in having an adequate travel budget, get busy now!"



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MONTANA TO PARTICIPATE IN DATO POW WOW

Montana will be represented in the single most important international travel industry function of the year when some 1,500 foreign and domestic tour operators and wholesale and retail travel agents convene for the Discover America International Pow Wow in Salt Lake City August 22-25, according to Josephine Brooker, Director of the Montana Travel Promotion Unit.

Participating in an individual booth under the banner of the Old West Trails Foundation, the state will be represented along with DATO members from the private sector including Yellowstone Park Company and Bob Stevens of Voyages West in Bozeman.

The travel executives, representing some 80 countries on six continents, will meet in the Salt Palace for three days of concentrated business sessions designed to increase the flow of international travel to the United States. It is estimated that approximately 87 million foreigners have the financial resources to visit the U.S.

The eighth annual pow wow features pre-scheduled 20-minute appointments, arranged through a computerized system. Major travel producers, tour operators and travel agents from abroad will meet with American providers of facilities and services to purchase travel arrangements and package them for sale in foreign markets. Last year's pow wow in Boston generated \$74 million in purchases.

U.S. participants include destination resorts; state, city and regional tourism offices; rail and bus lines; car rental companies, receiving agents and operators, cruise ships, and airlines.

Following the pow wow the Tours Division of the Montana Travel Promotion Unit will host a Post-DATO tour with the cooperation of Western Airlines and Frontier Airlines, bringing a group of 25 foreign travel agents and writers to Montana for a tour including West Yellowstone, Big Sky of Montana, the National Bison Range at Moiese, Flathead Lake Lodge, the Outlaw Inn, Glacier National Park, and Great Falls.



ALREADY GLITTERING WITH AWARDS, *Red Sunday*, 28-minute color film on the Battle of the Little Bighorn, garnered yet another accolade when it was judged "Best Western Documentary" by the National Cowboy Hall of Fame at the 16th Annual Wrangler Awards Banquet in Oklahoma City last month. Involved in the awards ceremony were (L to R) actor Joel McCrea making the prestigious Wrangler presentation to the film's co-producer, Jim Graff of Billings; scriptwriter Mary Kelly; James Kelly, cinematographer; and Joe Satrom, director of the North Dakota Travel Division, who accepted the award for both Montana and North Dakota. Not pictured is co-producer Bob Henkel of Sage Advertising, Helena. The documentary was sponsored by the Montana Travel Promotion Unit cooperatively with the North Dakota Travel Division and the Bicentennial Administrations of both states. In previous competitions the film won a CINE Golden Eagle and a first-place award in the 8th Annual H. Werner Buck Travel Film Festival, and has been selected as the official orientation film at the Custer Battlefield National Monument. It has been seen by an estimated nine million viewers over television stations nationally.

NEW WINTER BROCHURE BEING DESIGNED FOR AUTUMN DISTRIBUTION

A new brochure promoting Montana's winter recreation is in the designing stage with the distribution date set for September, according to information from the Montana Travel Promotion Unit. The brochure is slated to go to press July 1.

With a completely new design from the front page to the last, the brochure will feature updated material on all Montana ski areas including daily, weekend and weekend-plus resorts. Profusely illustrated with color photographs and themed around an innovative layout design, the brochure will also emphasize cross-country skiing and package tours.

The winter brochure is printed every two years by the Travel Promotion Unit for use in publicizing Montana's winter recreation potentials.

BIG SKY ANNOUNCES SALE OF RECREATION FACILITIES

Big Sky of Montana announced sale last month of the resort's principal recreational facilities to Boyne Country, Inc., operator of two major summer-winter resorts in Michigan.

The purchase includes all ski operations, the 204-room Huntley Lodge, Mountain Village Mall, land for ski and lodge expansion, and the Meadow Village golf course and tennis courts. Retained by Big Sky of Montana are the guest ranch, Camper Village, and the Meadow Village Mall facilities. Boyne Country began operation of the facilities June 1, with no interruption in activities.

Everett Kircher, president of Boyne Country, said "Big Sky certainly has the potential" to become one of America's premier year-round resorts as it is "a beautiful piece of property, easy to reach by airplane or automobile and the weather is ideal."

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WALLY BYAM CARAVAN PLANS VISIT TO BOZEMAN IN 1977

At the opening luncheon meeting of the third annual Governor's Conference on Travel held last month in Billings, Governor Thomas L. Judge announced that the contract has been signed to bring the Annual Wally Byam Airstream Trailer Rendezvous to Bozeman in July, 1977.

The contract is the result of more than a year of work by the entire Bozeman community and the Wally Byam Caravan Committee, headed by Joe Berry and Wayne Gibson, with the full support of the Bozeman Chamber of Commerce and the able assistance of the Montana Travel Promotion Unit.

The annual Rendezvous first visited Bozeman in 1973, with 3,909 trailers involved with an estimated 3.3 persons per trailer for a total of 13,073 people visiting Bozeman at one time. According to Guy Sperry, manager of the Bozeman Chamber of Commerce, the 1977 Rendezvous will involve an anticipated 5,000 trailers with a projected 16,500 people — only 2,000 less than the total Bozeman resident population.

Wally Byam personnel estimate that the Caravan spends an average of \$16.50 per trailer per day for food alone, and are highly interested

in purchasing Montana-made gifts and items with Montana meaning such as western clothing, boots, and western hats. Sperry also commented that the visitors participating in the 1973 Rendezvous "ran Bozeman out of bread and put every service station on a 24-hour basis taking care of oil changes and lube jobs" and purchased some 50 cars and pickups while in Montana.

Sperry added that the Rendezvous is an economic boon to all of Montana in that the participants spend a great deal of time in Montana coming to and going from Bozeman. Sperry said the 1973 Rendezvous resulted in seven caravans of an estimated 100 trailers each touring Montana for from two to six weeks after the Bozeman meeting. The 1977 Rendezvous will have an estimated 12 caravans touring Montana following the Bozeman stay.

Sperry has invited Montana communities to benefit from the tourism profits of the Caravan by making advance arrangements to accommodate the trailer travelers as they assemble for the Bozeman rendezvous and during the post-rendezvous tours.

MONTANA TRAVEL NEWSLETTER

published as a report on
Montana's Tourist Industry

by

The Travel Promotion Unit,
Department of Highways

Helena, Montana 59601
Telephone: 449-2654

TRAVEL FILM PREMIERES AT TRAVEL CONFERENCE

A specially written and produced film interpreting the role of Montana's travel industry in the overall Montana economy premiered to an enthusiastic audience at the third annual Governor's Conference on Travel in Billings May 5.

Titled *Travel: Montana's Beautiful Industry*, the 15 minute, 16mm color film was sponsored by the Travel Promotion Unit and was produced by Sage Films of Helena. A blend of concise explanatory narration and informal conversations with Montana people to whom the travel industry is economic fact and not academic theory, the film demonstrates the impact of the travel dollar on communities, examines what tourism does and does not do, explains just who benefits from the tourist industry, and traces the year-round effects of tourism.

The film features Montana people defining travel as Montana's most natural economic asset, filmed in Glacier National Park, Helena, the National Bison Range at Moiese, Makoshika State Park, Great Falls, Bigfork, Fairmont Hot Springs, Big Sky of Montana, the Flathead Valley, and other areas in the state. Narration is by Dave Wilson of Radio KMON in Great Falls, and the film's theme is an original song about Montana performed by The Prime Cuts, musical group from Butte.

To show the film free to schools, clubs and organizations, contact the Montana Travel Promotion Unit, Department of Highways, Helena, 59601, or phone: 449-2654.



THIS AD PROMOTED MONTANA in a month-long, multi-media travel advertising effort in Chicago by the five-state Old West Regional Commission, according to Josephine Brooker, Director of the Montana Travel Promotion Unit. Under the campaign theme "Go Old West," the \$200,000 cooperative used newspaper, radio, television and outdoor advertising in an April "blitz" of the Chicago Metro area. Brooker said the advertising blitz, in addition to creating an awareness and public image for the region, may play a major role in preserving — if not increasing — this area's share-of-market from the all-important Chicago area. Brooker added that Chicago was pivotal to Montana because of its population and because of its geographical location. To help measure the result of the promotion, the A. C. Nielsen Company has been contracted to conduct pre and post blitz surveys. Brooker pointed out that no single state among the five participating could afford as extensive an advertising campaign as they could do cooperatively.

BROOKER NAMED TO DATO BOARD

At the election of the board of directors of Discover America Travel Organizations during the 1976 DATO National Conference and Travel Mart in Pittsburgh in April, Josephine Brooker, Director of the Montana Travel Promotion Unit, was elected to a two-year term on the DATO board as a regional representative of the Council of Regional Travel Executives (CORTE).

As a CORTE member Ms. Brooker will represent the Mountain West on the DATO board.

G. Harold Northrop, president and chief executive officer of Callaway Gardens, an educational and recreational complex near Atlanta, has been elected chairman of the DATO board of directors, succeeding Frank Hildebrand in the executive post. Also elected to board positions are Robert A. Burnett, President of the Meredith Corporation, Des Moines; James A. Henderson, Executive Vice President of American Express Company; W. M. Roberts, III, Anheuser-Busch, Inc., and George A. Buchanan, Travel Agency Administration, Air Transport Association of America.

NEW MONTANA LOGO DESIGNED FOR ALL TRAVEL PROMOTION

This issue of Montana Travel News has a fresh, new look, with a front page incorporation of the logo newly designed for the Montana Travel Promotion Unit.

Created as a standard symbol for the Montana Travel Promotion Unit and using the Montana landscape as its basic design inspiration, the logo is being used in all of the Unit's printed material including envelopes, brochures, posters and press kits.

Slick proofs, for use by individuals on printed material, are available through the Travel Promotion Unit. A variety of sizes is being offered in four basic styles of solid, outline, reversed and screened. Six sizes of each style, printed on a 8-1/2 x 14 sheet, will be sent to individuals requesting them. Address the Montana Travel Promotion Unit, Helena, 59601.



PLUGGING INFORMATION into workshop sessions of the Travel Roundup were (L to R) Barbara Humeston, Regional Travel Editor of Better Homes and Gardens; Guy Sperry, manager of the Bozeman Chamber of Commerce; and Tippy Huntley, Big Sky of Montana, who was mistress of ceremonies for the May 6 luncheon meeting.

TOUR DIVISION PROGRAMS JUNE TRAVEL AGENTS TRIP

Travel agents from a wide range of market areas will be introduced to Montana travel attractions during June in a series of travel agent familiarization trips, according to Pat Downs, coordinator of the Tours Division of the Travel Promotion Unit.

Canadian Auto Club agents will arrive in Montana from Bismarck early in June for an eight day trip jointly sponsored by the Tours Division, the United States Travel Service and the Old West Trail Foundation. The agents, traveling by ground transportation, will tour Custer Battlefield, Pompey's Pillar, Billings, the Big Sky Guest Ranch, Virginia City, and Butte.

With Frontier Airlines Montana

will sponsor agents from the mid-West for a circle tour in mid-June that will include stops at the Heritage Inn and the C. M. Russell Gallery and Museum in Great Falls, Holland Lake Lodge, Glacier National Park, and the Museum of the Plains Indian in Browning.

On a tour itinerary that will be duplicated in September, Southern California travel agents will be hosted by the Tours Division and Western Airlines to a June trip that will include Great Falls, the Museum of the Plains Indian in Browning, Glacier National Park, the Outlaw Inn in Kalispell, Bozeman, Big Sky of Montana, Virginia City, and tours of the Copper King Mansion and the World Museum of Mining in Butte.

NATIONAL PARKS EXPECT HEAVIER TOURISM SEASON

With roads in Glacier and Yellowstone National Parks now open and accommodations and concessions in Yellowstone in full operation, travel attractions in both parks are gearing for a potential record year.

In Glacier, where all facilities are expected to be fully operating by mid-June, no figures have been released for travel attendance expectations for the 1976 season. However, National Park Service personnel are anticipating a larger attendance figure than the record set in 1975 when 1,571,393 visitors toured the park for an 11.71 per cent increase over the previous record in spite of June floods which slowed the season's start. Glacier Park Inc. facilities are planning an expanded season, opening slightly earlier than the usual June 15 opening date and extending to Sept. 14 instead of a Labor Day closing. Dick Monro, acting superintendent, has noted that 1975 was the seventh year park visitors topped a million.

In Yellowstone, where visitation figures have traditionally shown steady increases, it is expected that

totals for 1976 will rise substantially over the some two million who visited the park last year.

AD INQUIRIES

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containing maps and up-to-date information on campgrounds, fishing areas, historic sites, points of interest, mini-tours, museums, national parks and forests, State parks and monuments, and other vacation information.

Statistical studies have established that the average casual visitor party to Montana is made up of three people who stay in the state 3-1/2 days and spend \$145.38. In contrast to the average casual visitor, 37 per cent of the people who respond to the Department's advertising and receive its literature actually come to Montana. They make up a party of 3.4 people who stay in the state 8.4 days and spend \$323. Using the established formula, 200,000 inquiries would result in 74,000 visitor parties to Montana who will spend \$23,902,000 in the state this summer. Current totals have already passed the 200,000 mark.

PREVIEW OF UPCOMING TRAVEL EVENTS

June

Canadian Auto Club FAM tour
Midwest travel agents FAM tour
Southern California FAM tour
13—Lewis and Clark Statue
Dedication, Fort Benton
(Illustrated on 1976 Highway
Map).
26—Miss Montana Pageant,
Billings

July

Start of Buffalo Wagon Train
Tours, Moiese Bison Range

August

Celebrity Golf Tournament,
Big Sky
16-18—Lewis and Clark Trail
Heritage Foundation Conven-
tion, Great Falls
22-25—DATO Pow Wow, Salt Lake
City

September

9-11—PNTA annual seminar,
Fairmont Hot Springs
25—Dedication of the Big Horn
Canyon Visitor Center,
Lovell, Wyoming



Travel Promotion Unit, Dept. of Highways, Helena, Montana 59601

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